

# Census Questionnaire Assistance

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# 2020 Census Questionnaire Assistance

## Purpose

The Census Questionnaire Assistance operation (CQA) has two primary functions:

- Provide questionnaire assistance for respondents by answering questions about specific items on the Census form or other frequently asked questions about the Census
  - Tier 1: Provide telephone assistance via an Interactive Voice Response (IVR)
  - Tier 2: Provide real-time assistance over the telephone or other electronic channels (web chat and email) via CQA agents
- Provide an option for respondents to complete a Census interview over the telephone

# 2020 Census Questionnaire Assistance

## Scope

Major scope areas include:

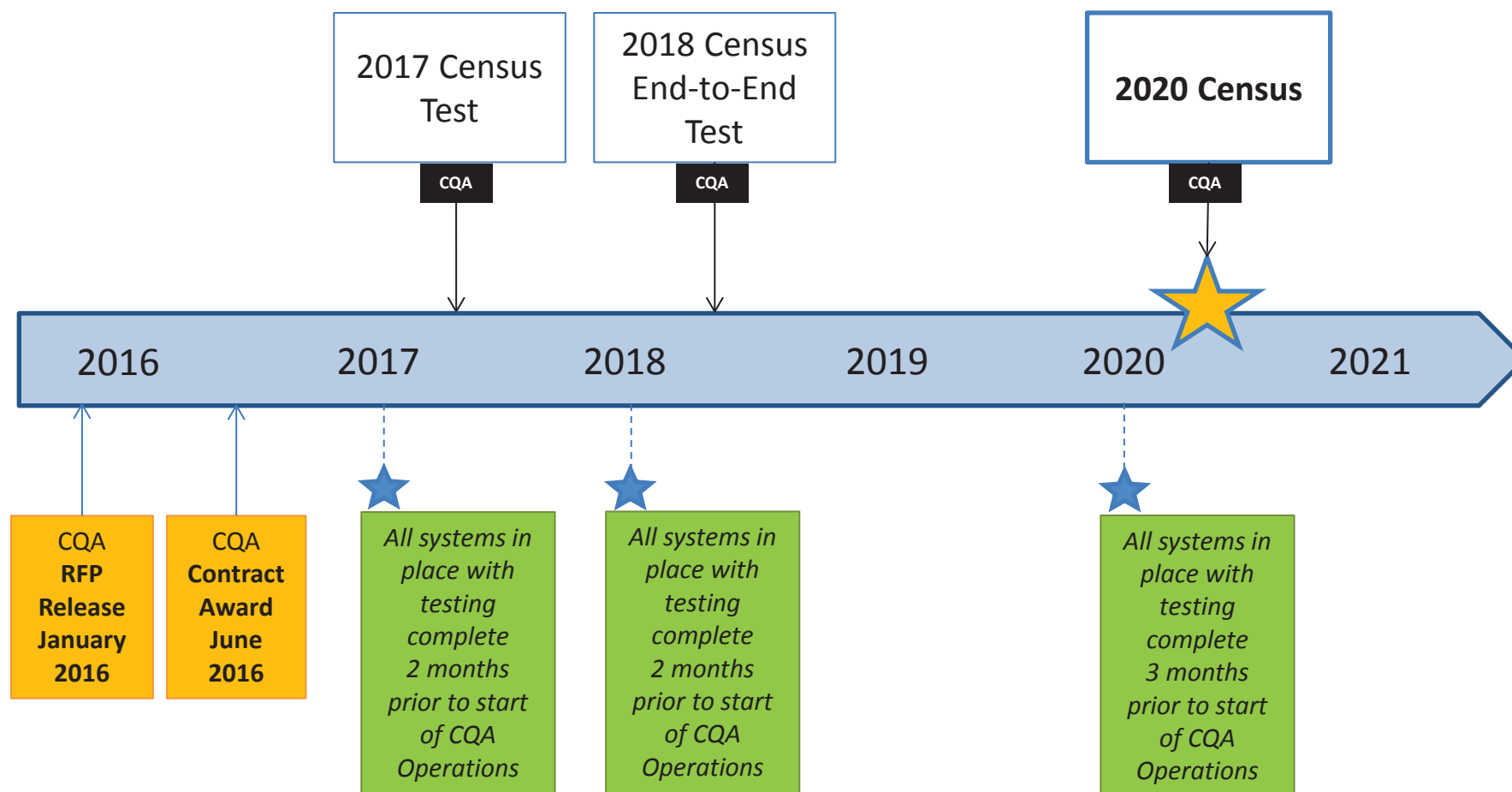
- Multi-site contact center infrastructure and operations (including agents and support staff)
- Inbound operations to assist callers and facilitate response to the 2020 Census
  - Includes development of Interactive Voice Response (IVR) system
- Outbound operations to verify respondent information
- IVR routing capability to support hiring and recruitment of field staff

In addition to the 2020 Census, CQA is expected to support operations for the 2017 Census Test as well as the 2018 Census End-to-End Test.

Results from recent operational tests indicate that the CQA workload for the 2020 Census will be expanded over the 2010 Census due to:

- Increased contact volume caused by respondents without Internet access
- Increased call length caused by the higher number of questionnaire completions over the phone

# 2020 Census Questionnaire Assistance Timeline



## 2020 Census Questionnaire Assistance Operations\*

	2017 Census Test	2018 Census End-to-End Test	2020 Census
<b>Estimated # of Housing Units</b>	200,000	500,000	143,000,000
<b>Anticipated Contact Volume</b>	15% of Units	15% of Units	15% of Units
<b>Timeframe of CQA Operations</b>	March – July 2017	January – September 2018	January – September 2020
<b>Minimum Contact Channels</b>	Voice	Voice Web Chat Email	Voice Web Chat Email
<b>Inbound Operations</b>	✓	✓	✓
<b>Outbound Operations</b>		✓	✓

*\*Full testing plans are still to be determined*

# 2020 Census Questionnaire Assistance

## Acquisition Strategy

- Full and Open competition using FAR Part 15
  - Advisory Down-Select
  - Competitive Range Determination
  - Oral Presentations/Discussions
  - Award Based on Best Value
- Period of Performance:
  - Base Year + 4 Option Years (Lifecycle will run from 2016 to 2021)
- Contract Type:
  - Cost Reimbursement with the flexibility to consider firm fixed-price (FFP) and time and materials (T&M) for select scope components. Incentives such as Award Fee and Incentive Fee will also be considered.
- Single Award
- Small business subcontracting requirement

## 2020 Census Questionnaire Assistance Milestones

Acquisition Milestones	Target Date	
Small Business Review and Approval	November 6, 2015	✓
Publish Draft RFP and Voluntary Down-Select Instruction	November 16, 2015	✓
Commerce Information Technology Review Board/Acquisitions Review Board at Commerce	November 23, 2015	✓
Formal Notification to Vendors of Voluntary Down Select Decision	December 15, 2015	✓
RFP Release <a href="http://www.census.gov/about/business-opportunities/opportunities/vendor-ops/2015-12-15-2020-cqa.html">www.census.gov/about/business-opportunities/opportunities/vendor-ops/2015-12-15-2020-cqa.html</a>	January 6, 2016	✓
Pre-Proposal Conference	January 11, 2016	✓
Initial Proposals Due	February 22, 2016	
Discussions/Oral Presentations/Site Visits	April 11-22, 2016	
Final Proposals Due	May 2, 2016	
Contract Award	June 15, 2016	